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DIGITAL WEB SERVICES NETWORK

DWSN Quarterly Forum
Wednesday, July 22, 2020

webstandards.ca.gov

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Opening Remarks
Manveer Bola

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Agenda

- COVID-19 Web Response
- COVID-19 Data Response
- AB 434 Web Accessibility and OCRBot Update
- Web Publishing
- State Geoportal
- Survey for Future DWSN Topics
- Questions and Answers
- Closing Remarks

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COVID-19 Web Response

User-centered Content Design During COVID-19

Peggy Gartin

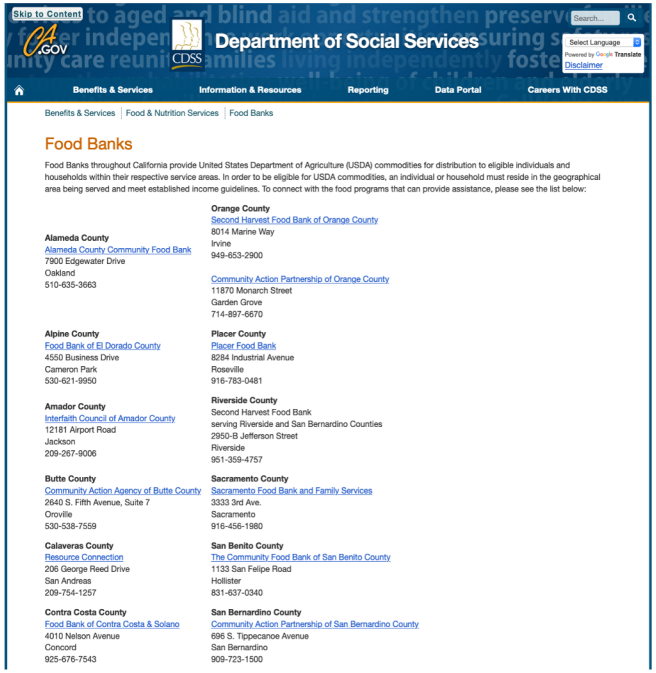
Office of Digital Innovation

webstandards.ca.gov

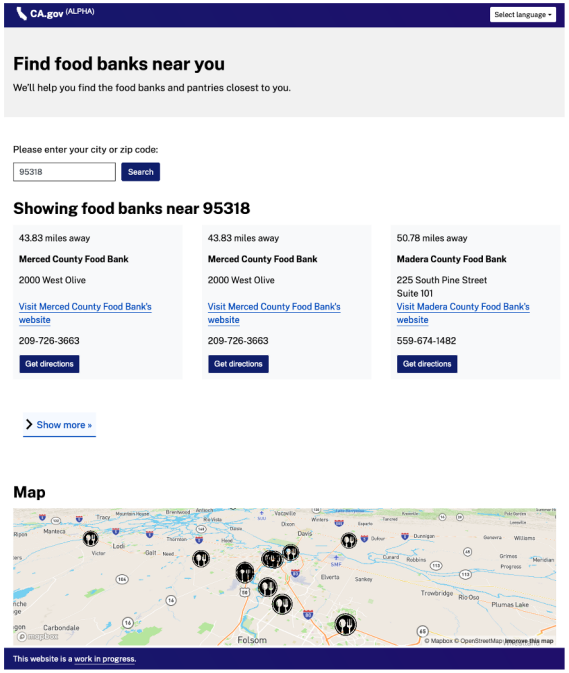
From Alpha to COVID19.ca.gov and beyond…

Alpha.ca.gov showed a different way to design sites focused on Californians.

Agency First.
Direct Californians to agencies that might provide the information and services they seek somewhere on the pages presented.



Californians First.
Provide one place to help Californians accomplish their tasks and find the information they seek and understand it quickly.



Content design

A design process that focuses on user needs and the tasks they're trying to accomplish.

Content design

Gives people:

- What they need
- When they need it
- In a way that's easy to access and understand

Content design process

1. Research
2. User needs
3. Channel and journey mapping
4. Language
5. Creation
6. Sharing
7. Iteration

User needs

Write user stories based on research

- Who your audience is
- What they're trying to do
- So they can achieve what goal

Language

Plain & simple for readability

- Keep text short
- Simple language, grade 6 or under
- All killer, no filler
  (don't repeat yourself)
- Leave out what the user doesn't need to know
  (usually the names of your programs/processes/people)

Benefits

- Users find the info they want without struggle
- They aren't frustrated or think you're hiding something
- They trust your website and come back to it
- Users of all literacy levels are included

What content design requires

- User research
- Commitment to the process
- Prioritizing user needs first
- Teamwork between subject matter experts and content designers

Real-life case

COVID-19 business closures

People need to know what's open, what's closed

COVID-19 business closures

Stage 1

15

data points

COVID-19 business closures

Stage 2

39

data points

COVID-19 business closures

Attestations

3,422

data points

COVID-19 business closures

County Monitoring List

4,814

data points

How did we communicate closures?

Tight turnaround of sensitive info

+

Content design processes not in place

=

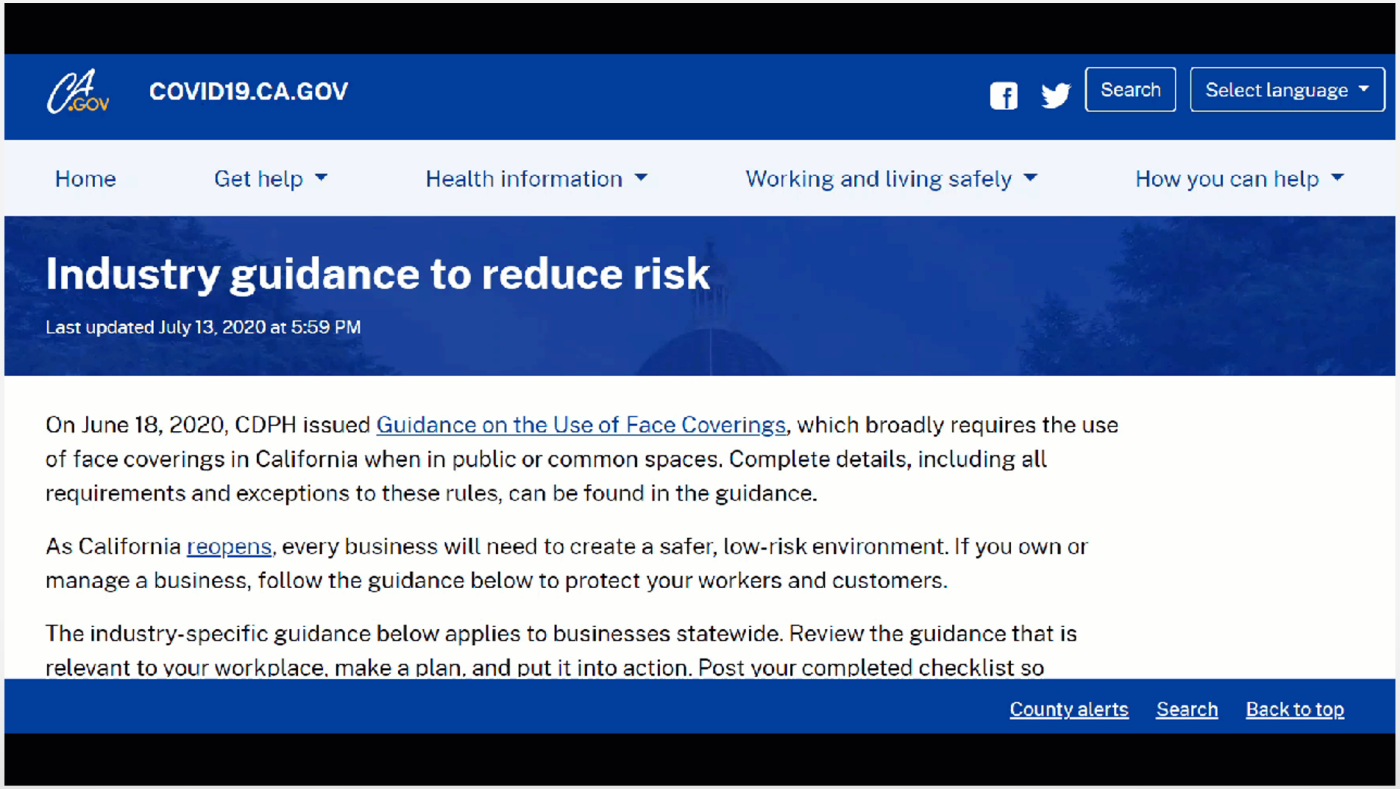
No user-centered design

How did we communicate closures?

Instead, priorities were that the content be:

- Sensitive (impacts many)
- Fast (goes into effect today at noon)
- Detailed (so there are no loopholes)
- Explanatory (give the how & why)

How did we communicate closures?



Result: Not good

A user-centered solution

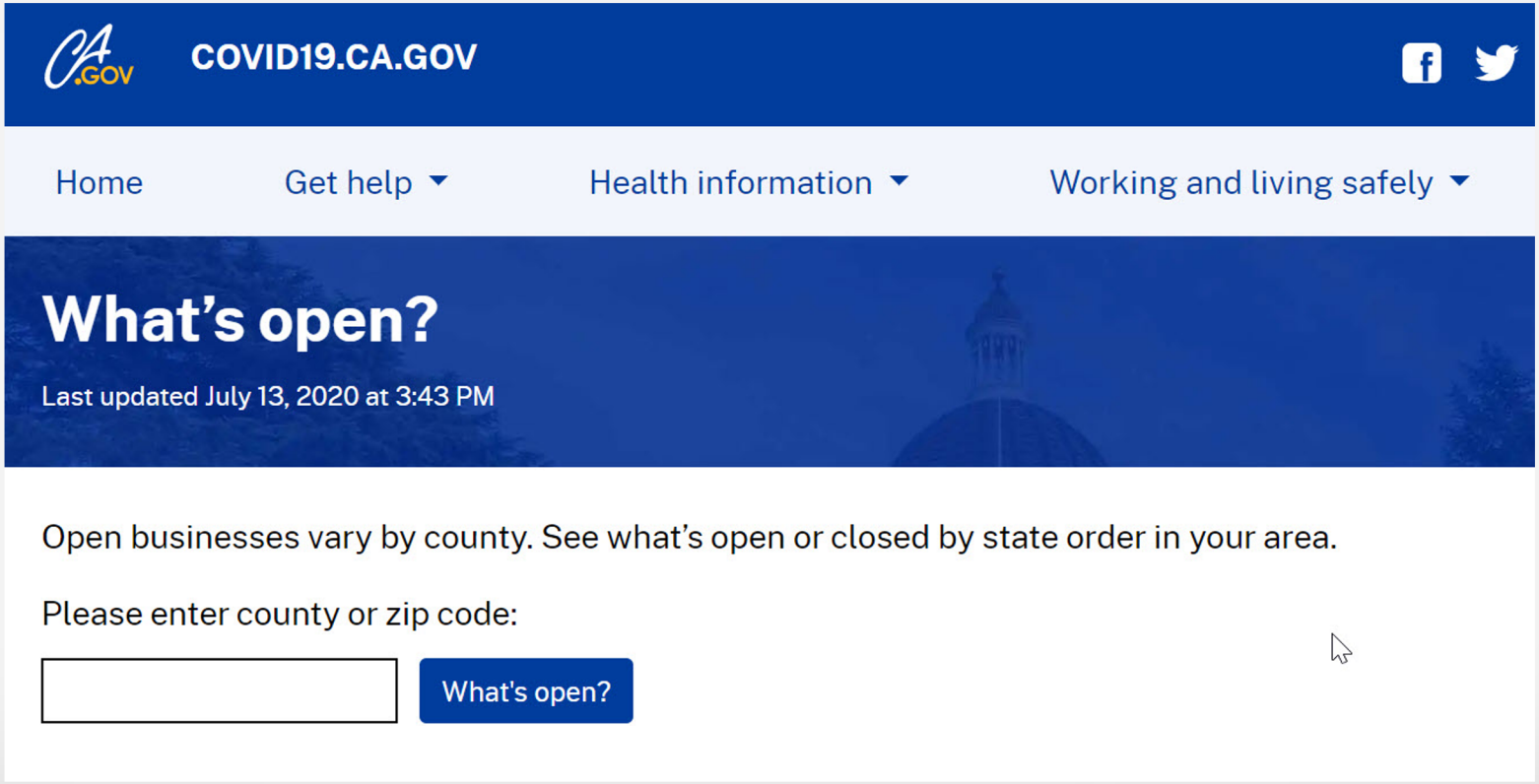
So we started developing something in parallel to these text-heavy pages.

We called it **Project Alameda Haircut**,

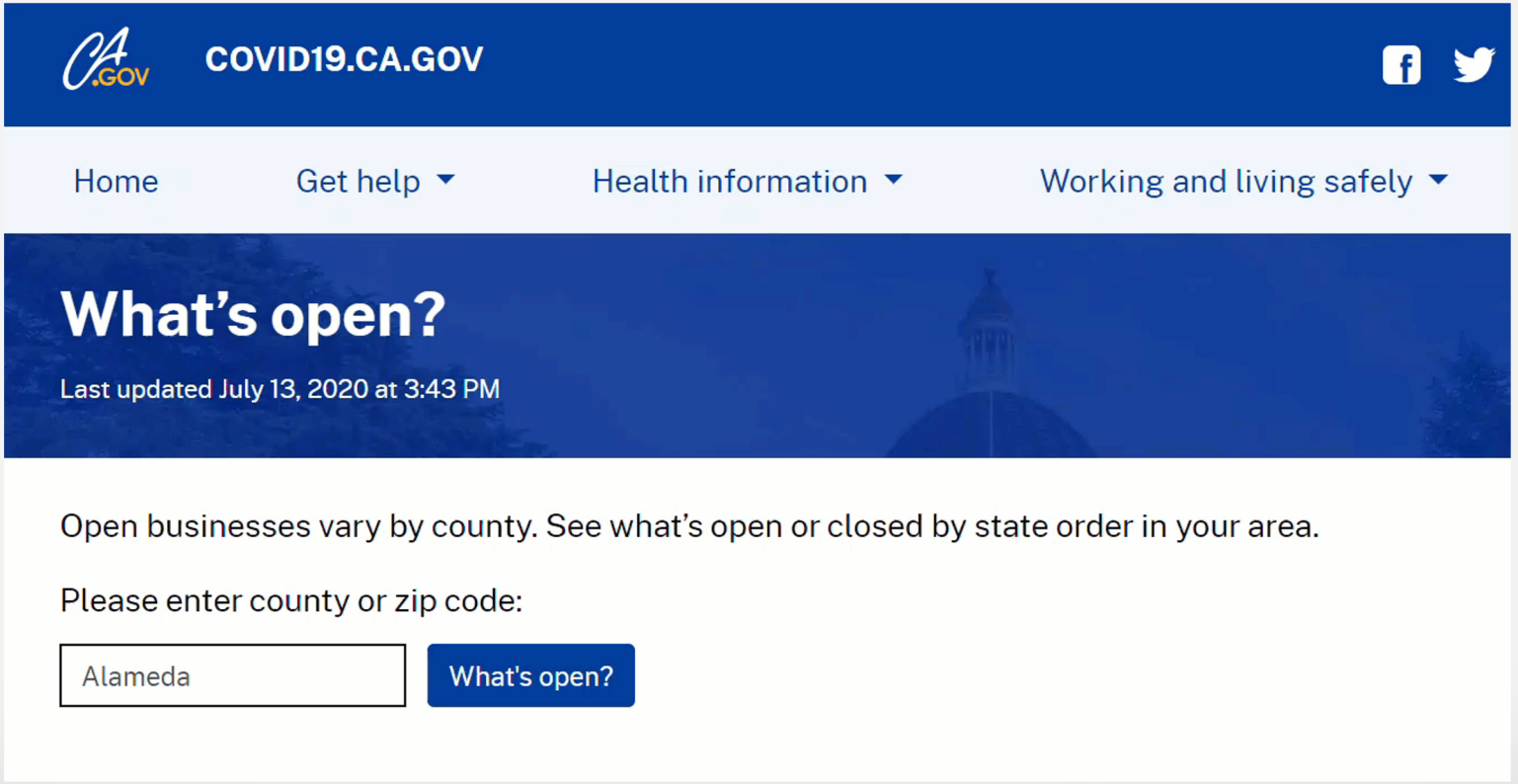
AKA

the **What's open search**.

Project Alameda Haircut



Project Alameda Haircut



Project Alameda Haircut

This solution is user-centered because:

- We started with the questions users had. ("Can I get a haircut in Alameda?")
- We kept the language plain and concise
- The answer is a clear "open" or "closed"
- We left off complex government processes and terms, which users don't need to accomplish their task.

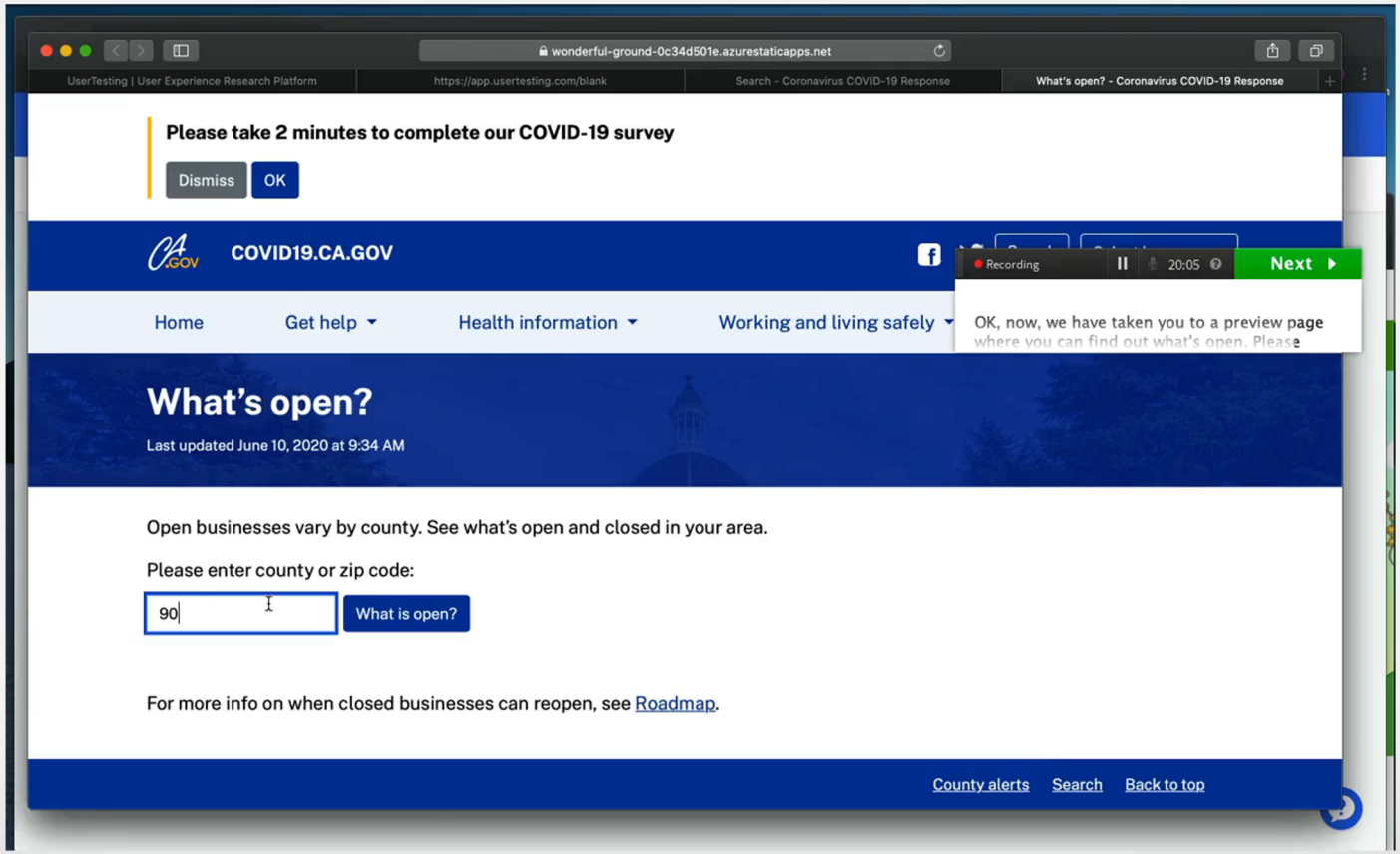
The reviews

“I am going to bookmark this, it’s great!”

“You should highlight this feature on the homepage - it’s what everyone wants to know.”

“This is very straightforward. I didn’t like the roadmap page.”

The reviews


wonderful-ground-0c34d501e.azurestaticapps.net
UserTesting | User Experience Research Platform
https://app.usertesting.com/blank
Search - Coronavirus COVID-19 Response
What's open? - Coronavirus COVID-19 Response
Please take 2 minutes to complete our COVID-19 survey
Dismiss
OK
COVID19.CA.GOV
Recording
20:05
Next
OK, now, we have taken you to a preview page
Home
Get help
Health information
Working and living safely
What's open?
Last updated June 10, 2020 at 9:34 AM
Open businesses vary by county. See what's open and closed in your area.
Please enter county or zip code:
90
What is open?
For more info on when closed businesses can reopen, see Roadmap.
County alerts
Search
Back to top

Learnings

In high-pressure, high-stakes situations, you can't incorporate user-centered content design unless you've set up the process in advance.

Learnings

But on reflection, you can redesign what you've got based on needs users tell you they have.

Learnings

And that development can happen in parallel with fire drills, until folks start to notice that **your solution puts out the fire better**.

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Questions?

Peggy Gartin

Content Designer

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COVID-19 Data Response

Isaac Cabrera

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The Vision

The creation of one source of truth for all COVID-19 data where State, Local Government and Public could access the same data.

The Challenges

How do we as a state wrangle the data into resilient data pipelines that flow to decision makers?

How do we direct these data pipelines to flow into a central point of truth?

How do we create resiliency in these pipelines?

Distilled Goals

- Identification of data stewards
- Creation of curated data-pipelines
- Creation of central repository
- Creation of meaningful analytics that are fed by the central repository

Targeted Action

- Data Stewards Identified in: CDPH, CDSS, CalOES
- Data pipelines created (Excel, CSV)
  - Initially manual load
  - Currently some are automated and other being automated
  - Intense / Rapid Data Engineering was involved
- Creation of centralized data warehouse (Snowflake)
  - All authoritative COVID-19 data flowing to one secure and resilient location
  - Each Agency having its own space to store, share and disseminate data
- Creation of Analytics and Reporting for CHSS, CDPH and Governor's Office
  - ESRI, Power BI and Tableau were utilized
  - Currently Tableau is being used for:
    - PDF Reports
    - Dashboards
      - See https://covid19.ca.gov/
- Creation of Public Portal to Data and Analytics
  - https://covid19.ca.gov/
  - https://covid19.ca.gov/roadmap-counties/#track-data
  - https://update.covid19.ca.gov/
  - https://covid19.ca.gov/data-and-tools/
    - Dashboards
    - Direct Access to Data Warehouse (Snowflake)
  - California Open Data Portal: https://data.ca.gov/group/covid-19
    - COVID-19 data also pushes to https://www.data.gov/

Today

- Resilient data pipelines flowing to the data warehouse
- Impactful Analytical and Reporting Products
  - Dashboards, Infographics, GIS
- Data Access
  - The Public and State are both consuming the same authoritative data
- Stats
  - 70K queries into Data Ware house
  - 130 COVID Related Tables
  - 143 COVID Related Views
  - 11,354,331 views of the public COVID-19 Dashboards

What is Next?

- Training and data warehouse integration into CHHS, CDPH, CDSS and CalOES Analytical Products
  - CalCAT, ESRI, GIS, R, SAS, Shiny, Power BI, Tableau
- Automation and Quality Assurance
  - ETL / ELT Solutions
  - Creation of data ingestion patterns that are enforced
- Data Governance

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AB 434 Web Accessibility and OCRBot Update

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AB 434
Web Accessibility

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Web Accessibility Compliance Certification: Due Date July 1, 2021

Remediation Survey Due Date: **August 3, 2020**

Survey Link

Resources available:

- SAM Section 5190.1 - Website Standards
- SAM Section 5190.2 - Standard ca.gov template
- Toolkit
- Web Accessibility Community of Practice Forum
- Individual Guidance Meetings
- Web Accessibility training classes
- Optical Character Recognition Bot (OCRBot)

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OCRBot Update

Tom Rhodes

webstandards.ca.gov

What's New?

- Cognitive Service
- Processing Status
- FAQs
- Release Notes
- ReOCR
- Layering
  - Remediation Mode
  - Published Mode
  - Text Only Mode

Cognitive Service Options

OCRBot Tool and Cognitive Service

- CDT will provide the OCRBot executable file, CDT Cognitive Service endpoint and service key (required for OCRBot use).
  - Use of CDT Cognitive Service will incur a cost.

    Rates
  - Search for OCRBot on the https://cdt.ca.gov/services/rates page

OCRBot Tool

- CDT will provide only the OCRBot executable file. This option is for departments that have Microsoft Azure and would like to be billed based on their existing Azure Cognitive Service subscription.

Cognitive Service Config

- Configuration instructions are in the OCRBot User Guide.
- The latest OCRBot User Guide can be accessed from:
  - OCRBot tool Help Menu
  - ServiceNow Knowledge Article
  - Bookmarking the URL: https://ocrbot.technology.ca.gov/UserGuide.pdf

How to Access

- CDT Service Webpages
  - CDT Home
  - CDT Services - OCRBot
- ServiceNow
  - OCRBot Request
  - OCRBot Knowledge Article

Questions?

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CAWeb Publishing

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CAWeb Publishing Service

- Integrated Web Content Management System
- Build on WordPress the #1 WCMS
- All web technologies are provided as a Managed Service
- System performance monitoring
- Security built in with automatic updates
- State Template fully integrated
- Website configuration provided
- Automated Backups
- 40+ extended Features Via Plugins

CAWeb Publishing Service

Feature	Hosting	Managed	CAWeb
Managed Technology: (configuring: webserver, DB, instance, SSL, domains, etc.)	X	√	√
Managed WordPress Security	X	√	√
Website Monitoring	X	√	√
Migrating non-WP content into WP	X	X	√
Integrate & config State Template	X	X	√
Integrate & config enhanced functionality	X	X	√
State Agency specific support	X	X	√
Technical Webmaster Costs	$6,000+	$6,000+	N/A
WordPress Provider Costs (Medium site)	$12	$115	$478
TOTAL COSTS	$6,012+	$6,115+	$478

The Webmaster Quandary

Focus on IT or focus on business value?

- Accessibility
  - PDFs
  - Site content
- More visually esthetic pages:
  - Powerful layouts and attention grabbing dynamics
  - Better images of proper size
- Your site metrics (Google Analytics) & SEO:
  - Performance of content presentation
  - Effectiveness of the information architecture

CAWeb Publishing Customers (44+)

- Gov Office
- CDT
- CalEPA
- Lieutenant Gov
- DTSC
- Census
- CPOST
- GovOps
- Web Standards
- Cannabis
- ALRB
- Water Challenge
- FosterYouthHelp
- OAL
- DFEH
- OpZones
- ABCAB
- SCDD
- CJP
- BOPC
- CWDB
- Code
- Women
- Tahoe
- DBO
- ETP
- EMSA
- OTA
- CCHCS
- CalGuard
- OTS
- We Draw the Lines
- BroadBandCouncil
- Sierra Nevada
- Find a New Way
- Military Council
- Child Support
- California Volunteers
- CA 50 Million

The Webmaster Quandary

Q & A

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State Geoportal

Sam Hayashi

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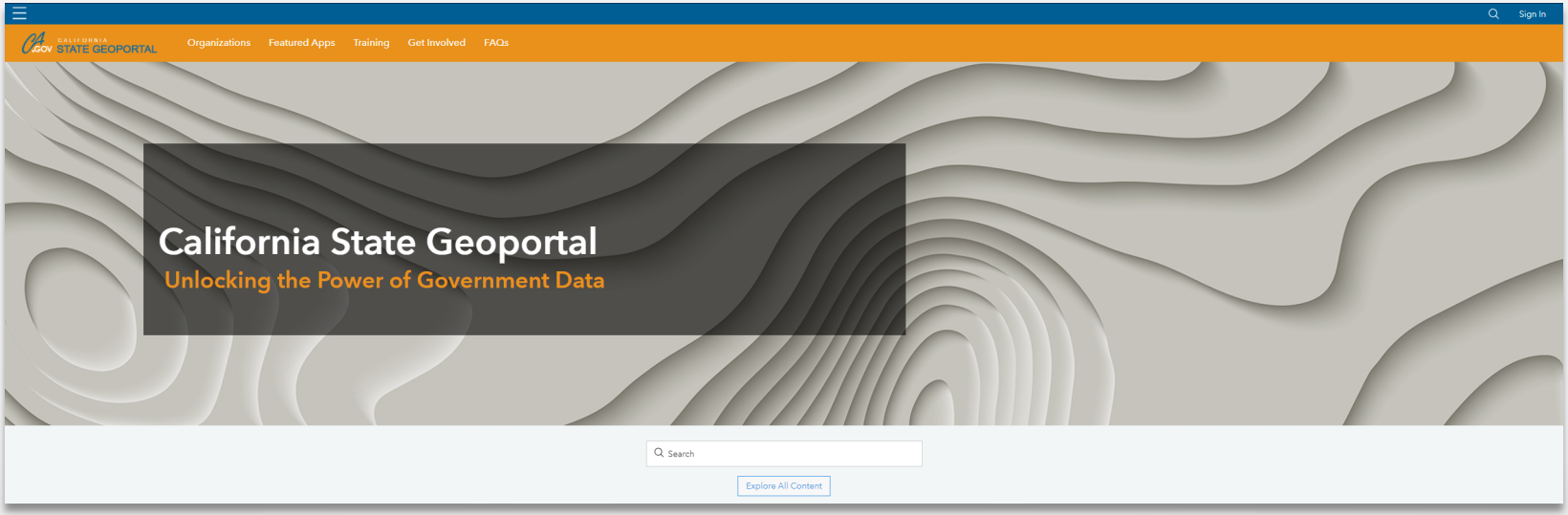
California State Geoportal

California's Statewide Geoportal is a centralized platform that provides citizens and government with a singular location to search and locate authoritative geospatial/map data from California's agencies and departments.



The Challenge

- On November 1, 2019, Amy Tong and the president and founder of ESRI, Jack Dangermond, challenged CDT to build a Statewide geospatial open data portal by Christmas of that year.
- In coordination with over 30 State entities, CDT was able to meet the deadline and go live with the new portal by December 20, 2019.

Our Partners

- The Geoportal contains data and applications from almost all State entities with GIS capabilities.
- The Geoportal is built on a federated content platform. This allows contributing partners full control of the data and applications that they share with the Geoportal.
- Content is continually updated and maintained by those contributing partners.

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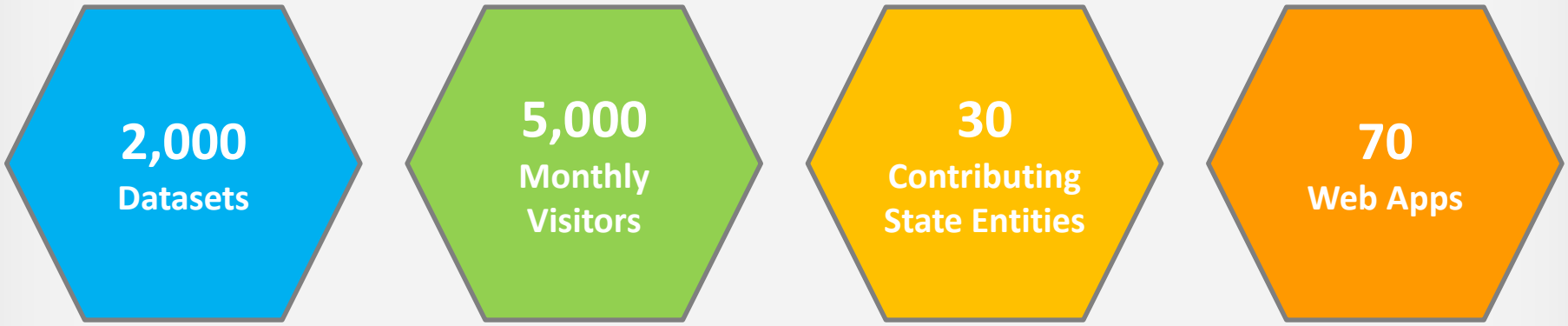
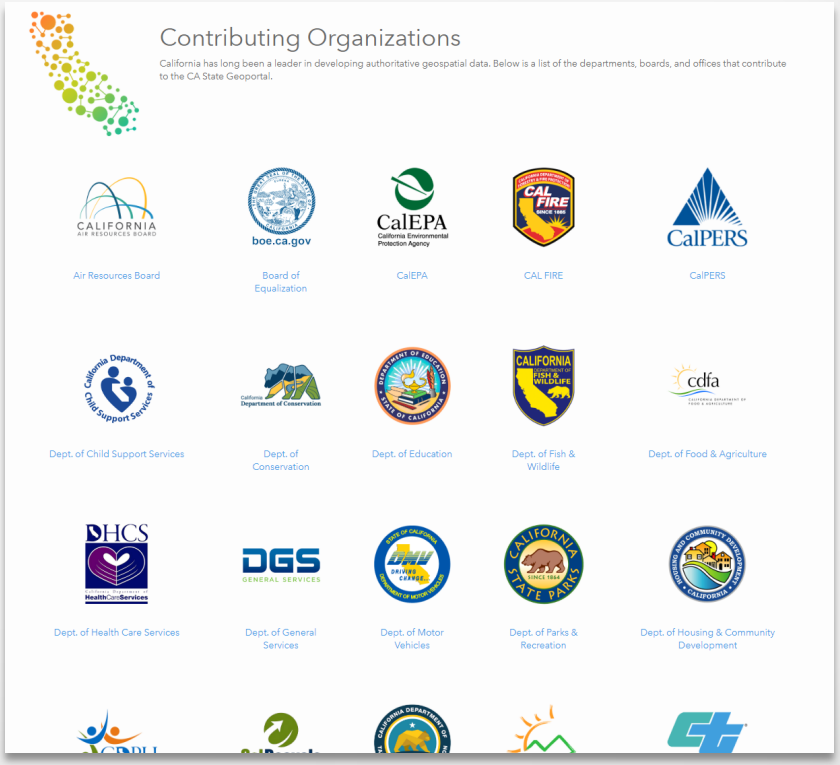


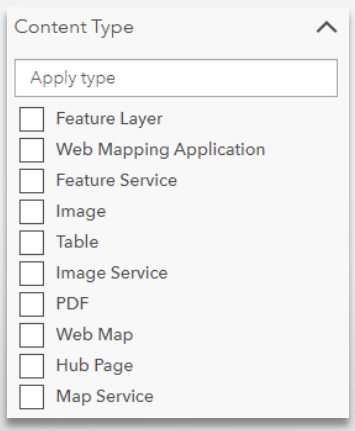
How is Data Organized?

Data Categories

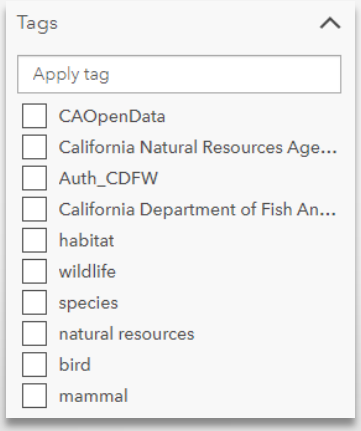
Organizations



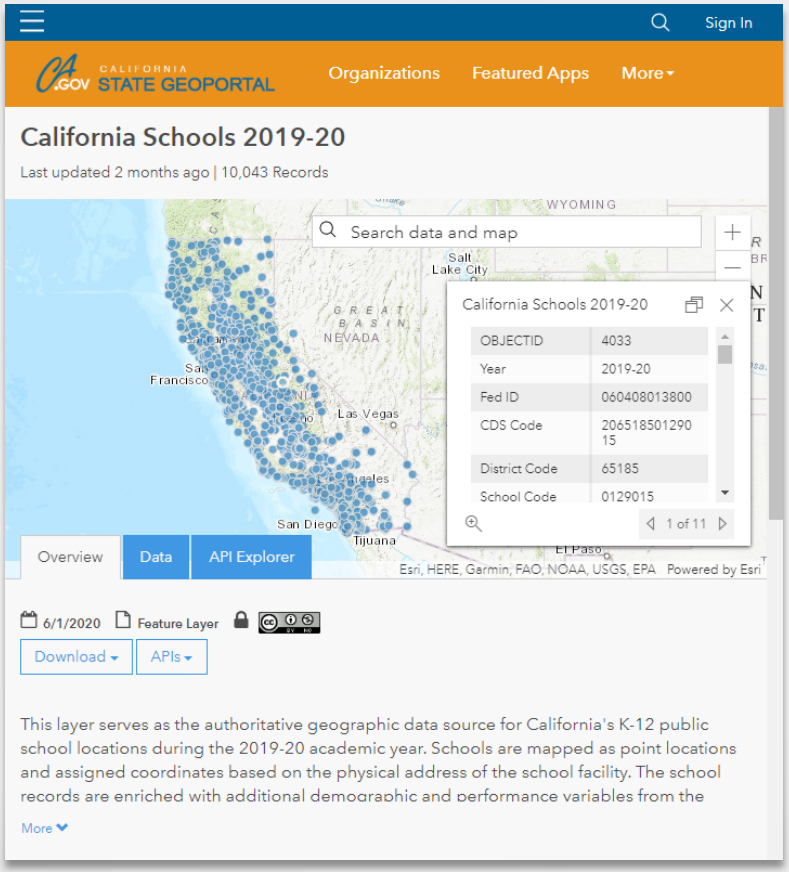
Content Type



Tags

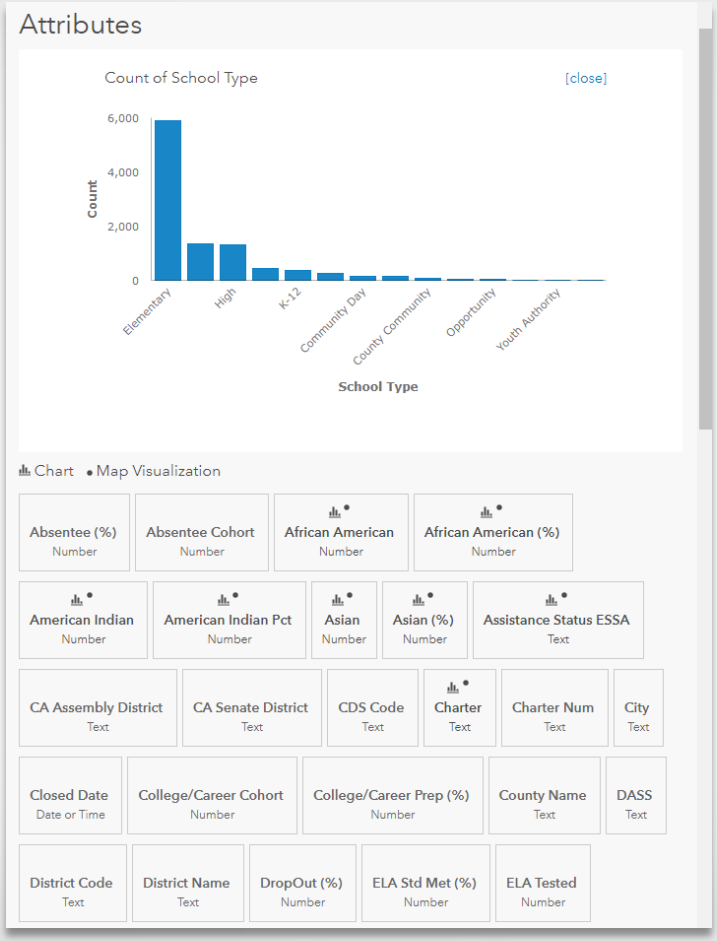


Viewing Data



- The dataset page provides an interactive searchable map of the data.
- Individual features can be selected to view their attributes.
- A description along with other metadata are available.

Viewing Data



- Attribute section lists the available fields and their data type.
- Fields with a chart icon above them can be selected to see the data in chart form.

Viewing Data

Showing 1 to 10 of 14 District Code: 10017

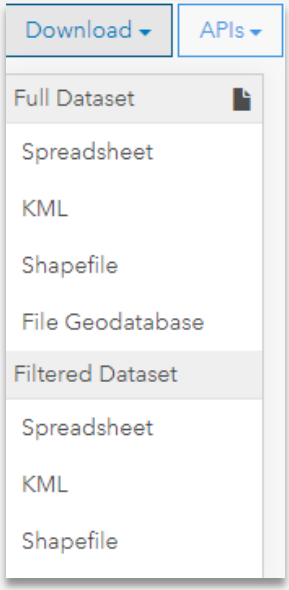
OBJECTID	Year	Fed ID	CDS Code	District Code	School Code
1	2019-20	069105110947	01100170112607	10017	0112607
2	2019-20	069105112844	01100170123968	10017	0123968
3	2019-20	069105112901	01100170124172	10017	0124172
4	2019-20	069105113008	01100170125567	10017	0125567
5	2019-20	069105113772	01100170129403	10017	0129403
6	2019-20	069105109264	01100170130401	10017	0130401
7	2019-20	069105106830	01100170130419	10017	0130419
8	2019-20	069105113887	01100170131581	10017	0131581
9	2019-20	069105114091	01100170136101	10017	0136101
10	2019-20	069105114090	01100170136226	10017	0136226

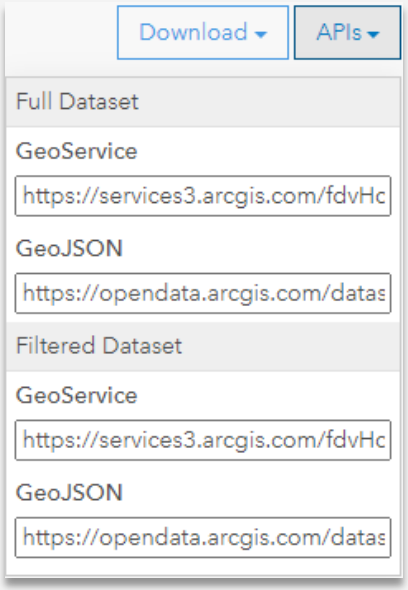
1 2 › »

Showing time fields in America/Los_Angeles timezone.

- Data can also be viewed as a table.
- Fields can be filtered by selecting the filter icon and entering a value.
- The map, data downloads, and API queries can be filtered this way.

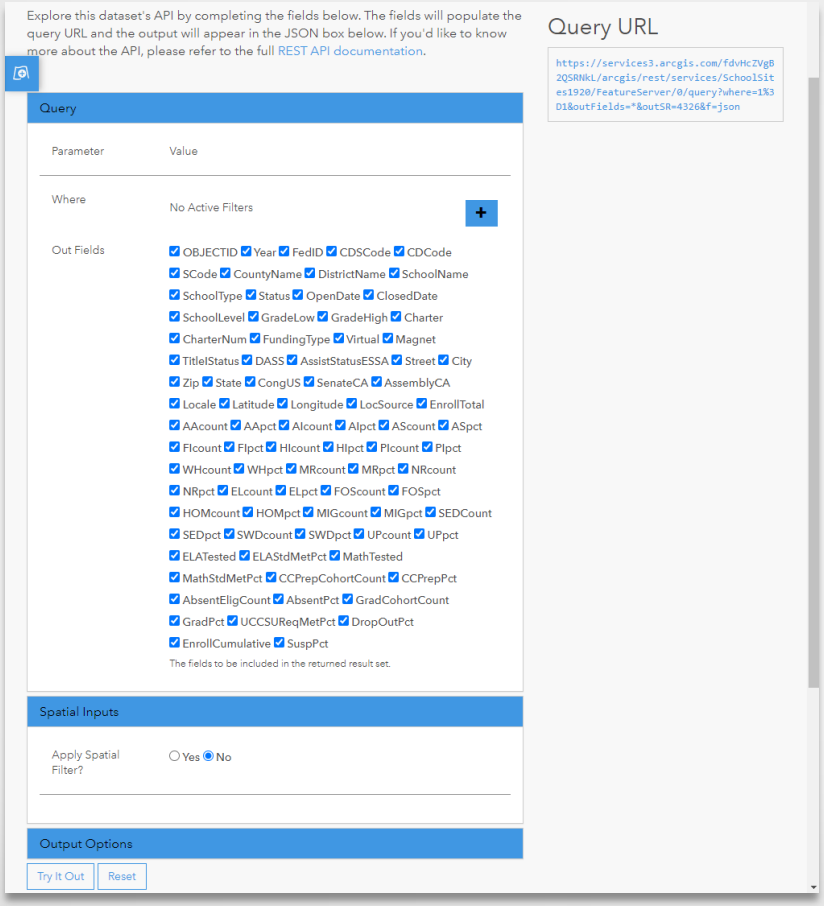
Accessing Data





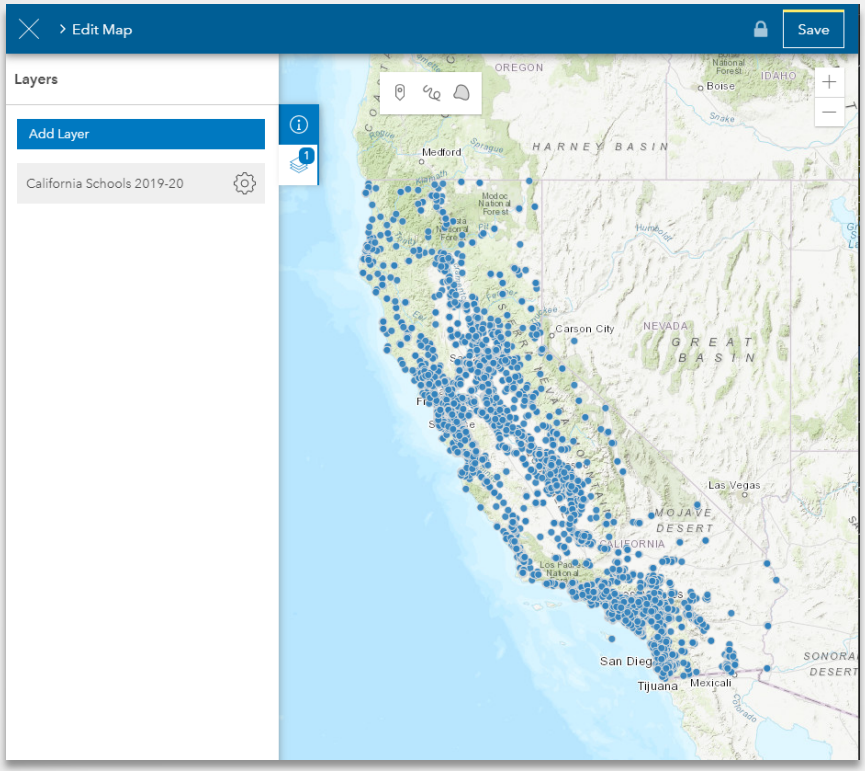
- Data can be downloaded or the API queried as a full dataset or using a filter.
- Supported download formats include:
  - Spreadsheet
  - KML
  - Shapefile
  - File Geodatabase
- Supported API formats include:
  - GeoService
  - GeoJSON

Accessing Data



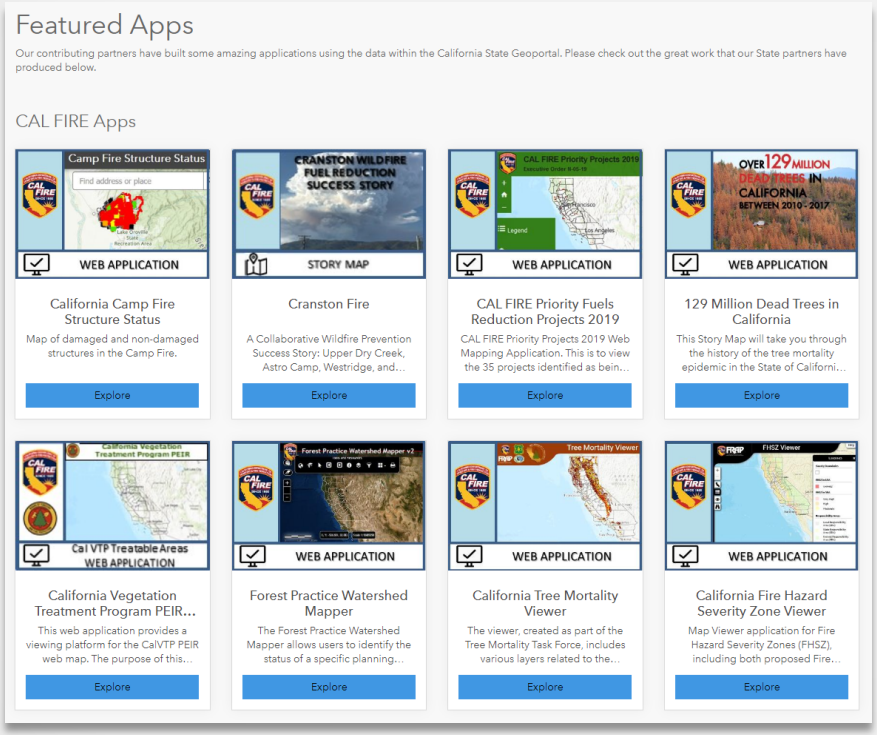
- The API Explorer allows the user to:
  - Filter the data by tabular value
  - Filter the data spatially
  - Select the desired fields for return
- Multiple API return options are available to further refine the return.
- Once the query has been designed the user can select the “Try it Out” button or copy the Query URL in the upper right.

Map Creation



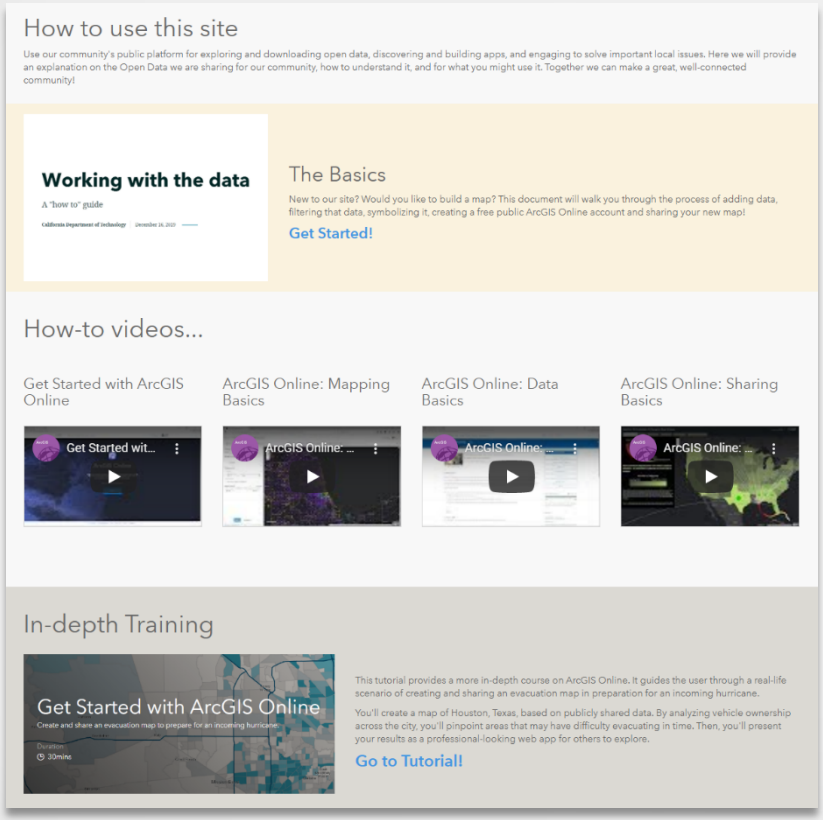
- Users can also create custom maps from the data.
- The symbology of the features can be edited, multiple layers can be added together and the map can be shared with others online.
- With a free ArcGIS Online account users have access to a much greater set of options for building maps.

Featured Apps



- 70 web apps from 14 different State entities are available on the Featured Apps tab.
- These include preconfigured map viewers, analysis tools, Story Maps, and dashboards.
- The applications are built using data contained within the Geoportal.

Training



- The Training tab provides users with several options to learn how to use the ArcGIS platform.
- The In-depth Training section walks users through the steps of both creating and sharing a real world example of how the platform can be used.

Next Steps

- We are continually working to add more contributing partners as well as more content.
- CDT and ESRI are working together to build a much more robust training section that will have content for all levels of users.
- In the future, CDT would like to coordinate with local California governments to include their data within the Geoportal.

Questions

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Survey for Future Topics

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Questions and Answers

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Closing Remarks

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THANK YOU

Post conference materials will be published on:

https://cdt.ca.gov/dwsn

For questions:

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